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**The Corporation of The City of London**
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**FOR IMMEDIATE RELEASE**

## London becomes an "In Motion" community

## Announcement follows community forum on physical activity promotion

Following a special community forum promoting physical activity in London today, the ActiveLondon 2010 committee announced London as the latest In Motion community. London joins a growing number of municipalities across the country, and one of the first in Ontario, in adopting this community-based approach to encourage increased physical activity levels.

In Motion, a model initiated in Saskatoon, Saskatchewan, coordinates research, public education and grass roots activity programming efforts - grounded in a broad-based community coalition which encourages involvement of the whole community.

Adopting In Motion provides our community with:

- Access to the advice and learning of other municipalities with years of experience
- Consulting expertise from In Motion staff
- Rights to successful branding and marketing templates
- Effective strategies to encourage specific target populations
- Access to the latest research into physical activity and its promotion
- Membership in a growing national network of municipalities and jurisdictions

The adoption of In Motion is enabled, on behalf of ActiveLondon2010 and the community, by the City of London and the Middlesex–London Health Unit. The City will provide one-time funding for purchase of the license agreement and the Middlesex-London Health Unit will dedicate staff resources to implement and support "In Motion" for the foreseeable future.

"We're especially enthusiastic to become a community In Motion," says Tony Kyle, Chair of ActiveLondon2010. "This gives London the solid model and platform needed to get the whole community working together. Adopting In Motion is the next logical 'step' towards our goal of making London one of the most active communities in the province."

The announcement of London becoming an In Motion community capped a day long forum on physical activity promotion, which included presentations from experts and leading London service providers:

- Provided updates on what we know about current activity levels in London
- Identified practical strategies to help Londoners become more active
- Profiled examples of successful local partnership initiatives
- Reinforced the message that we can make a difference in our daily lives and small changes are important